

MARYLAND HEALTH CARE COMMISSION

BID BOARD NOTICE

Procurement ID Number: MHCC 11-013

Issue Date: September 15, 2010

Title: Graphic Design and Report Creation for the Maryland Insurance Coverage report

I. Purpose

This bid board notice will identify a bidder that can design and create a publication that presents information on insurance status and factors that affect insurance coverage in a pleasing easy-to-read chart book format consistent with the format of reports that were released in November 2003, November 2004, January 2007 and January 2008.

II. Requirements

The Commission seeks a bidder that will provide graphic design and final editing support to produce a report on insurance coverage. The report will follow a format similar to that used in four previous Commission reports: MHCC's *Health Insurance Coverage in Maryland Through 2002*, *Health Insurance Coverage in Maryland Through 2003*, *Health Insurance Coverage in Maryland Through 2005*, and *Health Insurance Coverage in Maryland Through 2007*.¹ These reports were produced under contracts awarded via competitive bids to the Madison Design Group in Bethesda, Maryland, Levine & Associates, Inc. of Washington, DC, and Anne Likes Red of Silver Spring, Maryland, respectively.

The successful bidder will design a report layout, incorporate data and text into the layout, and produce drafts and final report for the Commission, including files for the printer. All work from this bid notice must be completed by January 5, 2010, except for review of the blue line in the second week of January 2010. The actual printing of the report will be performed via a contract awarded through another independent competitive bid process. The MHCC expects to release that on or about January 4, 2010.

The report will be

- 8 ½ x 11 finished size

¹ The reports are available at the MHCC website

http://mhcc.maryland.gov/health_insurance/insurance_coverage/mhcc_insurance_report_1103.pdf,
http://mhcc.maryland.gov/health_insurance/insurance_coverage/healthinsrpt112404.pdf,
http://mhcc.maryland.gov/health_insurance/insurance_coverage/insurance_report_thru_2005.pdf, and
http://mhcc.maryland.gov/health_insurance/insurance_coverage/insurance_report_thru_2007.pdf.

- saddle stitch binding
- 2-color
- 40 pages in length including covers.²

The MHCC wishes to present results in a crisp graphical manner at a reasonable cost.

The work on this report will consist of three tasks:

1) Preliminary Design

The successful vendor will provide recommendations on how to brand this report and also submit recommendations on specific aspects of the report including:

- Cover design,
- Organization of charts and graphs,
- Display of tabular information, and
- Treatment of endnotes and other supplemental information.

2) Create Draft Report

The MHCC will provide the successful vendor with unformatted text and EXCEL tables that the vendor will convert to graphs and presentation quality tables. MHCC will indicate to the vendor how each EXCEL table is to be presented in the report. The vendor shall make alternative recommendations if he/she feels an alternative mode of presentation is more appropriate. The vendor will create a draft of material for MHCC review. Bidders shall assume that the MHCC staff will require two iterations of review to make modifications to the text and graphics in the draft.

3) Create Final Report

The vendor will complete and provide the MHCC with a final report using Adobe InDesign CS 3, Version 3 (or a higher version)—Windows or MAC—and a copy converted to Adobe Acrobat that would be suitable for uploading to the MHCC website. The vendor shall advise MHCC on printing specifications and review the printer's blue line version of the report.

The final report must contain the MHCC logo on the cover page and the names of current commissioners on the inside page. Relevant information pertaining to the MHCC, including physical and electronic addresses, shall appear on the back cover. The final report InDesign document may be in either PC or MAC format, including the appropriate fonts, and must have graphics and layout that are consistent with offset printing standards.

Maintain Confidentiality

In the course of analyzing these data, the successful bidder may have access to records that might have MHCC proprietary information. The successful bidder will be bound by all relevant confidentiality requirements in applicable state and federal laws and regulations regarding protected health information (Health General Article §4-301). The

² The MHCC will contract for offset printing from another source.

successful bidder shall be responsible for safeguarding the confidentiality of information by any subcontractor it employs. The release of any proprietary information may be considered a breach of contract and will lead to the termination of the contract. At the completion of the contract, all Commission data files held by the contractor must be either returned to the Commission or destroyed.

III. Project Deliverables, Timelines, and Technical Specifications

The deliverables for this report include: (1) a preliminary design proposal, (2) a series of draft reports, and (3) a final report with separate files suitable for offset printing and for publication to a website. The total elapsed time for completion of this contract is expected to be about 14 weeks. The bidder should provide MHCC staff with a minimum of 3 business days to examine output and any draft documents. The Commission expects to award the contract and to begin work on or about September 29th.

The Commission has established the following Delivery Schedule:

Delivery Schedule

1. **Presentation of Preliminary Design—October 7, 2010**
2. **Draft Report – Iteration 1, Tables – October 20, 2010**
(Table data & footnotes to graphics firm: October 14th)
3. **Draft Report – Iteration 2, Figures – November 3, 2010**
(MHCC provides figure data to graphics firm: Segment 1 = October 21st; Segment 2 = October 28th)
4. **Draft Report – Iteration 3, Figures Text – December 1, 2010**
(MHCC provides figure text to graphics firm: Segment 1 = November 4th; Segment 2 = November 12th; Segment 3 = November 22nd)
5. **Full Document Draft – December 17, 2010**
(MHCC provides all remaining report text to graphics firm by December 10th)
6. **Deliver Final Report – January 5, 2010**
(includes PDF version for website; InDesign files for printer)

Technical Specifications

The drafts and the report must be provided in electronic format to the MHCC. The report must be developed in InDesign CS 3, Version 3 (or higher)—either Windows or MAC—and the appropriate fonts must be submitted with the final report.

REQUIRED DOCUMENTS FOR THE RESPONSE

1. Please provide a brief description of your approach to completing the report including any additional responsibilities that will be required of MHCC staff with regard to any of the tasks.

2. Please include individual resumes for the personnel who will work on the contract. Subcontractors, if any, must be identified, and a detailed description of their contributing role relative to the requirements of the proposal should be included in the proposal.
3. Please include examples of previous graphic design products (preferably at least one report in which complex, quantitative data is presented in graphs and tables) developed by the personnel who will work on the contract. Attach samples or provide web links to previous work.
4. Please estimate the cost of completing each of the tasks and overall contract using the following table. The MHCC is establishing 20 hours of unit work to account for unanticipated requirements that neither the MHCC nor the successful vendor could have anticipated during the bidding process. The successful bidder shall use unit work hours only after MHCC has authorized work.

Task	Estimated costs	Total Hours
Preliminary Design	_____	_____
Create Draft Report	_____	_____
Create Final Report	_____	_____
20 Hours of Unit Work at \$___ per hour. (Enter the product of 20* rate per hour in estimated cost column.)	_____	20
TOTAL CONTRACT BID AMOUNT	_____	_____

IV. Personnel Requirements

MHCC has not established specific labor categories for this notice, other than that of project director. A bidder may determine that the work can be done more efficiently by several categories of employees. A bidder may propose one or more staff in each category to perform the work; however, any personnel offered must be firmly committed to work on the effort.

Labor Categories
<u>Project Manager</u> - A manager with at least 4 years experience designing marketing or business materials, with at least 3 projects over that period for health care or related research organizations.

V. Term of Contract

The contract will begin September 29, 2010 and end January 31, 2011, however our expectation is that all work will be completed by January 14, 2011. An electronic copy of

the report must be available for public dissemination via the MHCC website by January 20, 2011.

VI. Issuing Office

The issuing office for this solicitation is the Maryland Health Care Commission, ATTN: Sharon M. Wiggins, Procurement Officer, 4160 Patterson Avenue, Baltimore, Maryland 21215.

VII. Submission Deadline

In order to be eligible for consideration, an original and two copies of each proposal must be received at the Commission office by **4:00 p.m. Monday, September 20, 2010**. All bids must include Federal Tax Identification Numbers. Bidders mailing proposals should allow sufficient mail delivery time to ensure timely receipt by the Commission. Proposals not exceeding 25 pages may be submitted by Fax (410-358-1236). Proposals may also be submitted electronically to SWiggins@mhcc.state.md.us, providing the document(s) are in MS Word or a PDF file.

VIII. Procurement Method

The procurement method for this solicitation is a small procurement as described in the Code of Maryland Regulations (COMAR) 21.05.07. The maximum award allowed under these regulations is \$25,000.

IX. Basis for Award

The bid that is most responsive and advantageous to the Commission will be awarded this contract. Only those technical proposals deemed reasonably susceptible of being selected for an award and whose offeror is initially judged to be “responsible” shall be considered “qualified offerors.” All other proposals will not be considered qualified and the offerors shall be so notified.

MINORITY BUSINESS ENTERPRISES ARE ENCOURAGED TO RESPOND TO
THIS SOLICITATION.